

Message Text

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PAGE 01 TEHRAN 04728 261235Z
ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W
-----270029Z 054090 /21

R 261149Z MAY 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2814
AMEMBASSY AMMAN
USINT BAGHDAD
AMCONSUL DHAHRAN
AMEMBASSY JIDDA

UNCLAS TEHRAN 4728

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: GULF AND WESTERN INDUSTRIES IOGA TRADE MISSION

REF (A) USDOC 09804 (B) JIDDA 3771 (D) 76 TEHRAN 12625

1. EMBASSY NOTES INTEREST OF GULF AND WESTERN IN
SENDING TRADE MISSION IN BROAD PRODUCT RANGE TO MIDDLE
EAST IN PERIOD OCTOBER 29-NOVEMBER 17.

2. US TRADE CENTER FACILITIES ARE AVAILABLE ONLY DURING
WEEK OF NOVEMBER 5-10 AS TWO WEEKS ARE NEEDED TO CLEAR
PREMISES FOLLOWING HI-FI/HOME APPLIANCE SHOW ENDING
OCTOBER 20 AND TC HAS ALREADY BEEN BOOKED FOR BETWEEN-
SHOW PROMOTION WEEK OF NOVEMBER 12.

3. HOWEVER, MACHINE TOOL SPECIALIZED FAIR IN WHICH
USDOC SPONSORING PAVILION IS SCHEDULED FOR NOVEMBER 6-10
AND WE DO NOT RECOMMEND PROMOTING TRADE MISSION
COINCIDING WITH THAT EVENT. ADDITIONALLY, AS SUGGESTED
76 TEHRAN 12625, PARA 4, MORSE TOOL DIVISION OF GULF
AND WESTERN WOULD BE BETTER OFF PARTICIPATING IN SPECIAL-
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IZED FAIR THAN IN ATTEMPTING TO PROMOTE IDENTICAL TYPE
OF PRODUCTS IN PERIOD IMMEDIATELY PRECEDING MACHINE
TOOL EXHIBITION.

4. IF MISSION WILLING TO MAKE OTHER WORKING-SPACE
ARRANGEMENTS (E.G. HOTEL ROOMS, IRAN CHAMBER OF COMMERCE,
INDUSTRY AND MINES, ETC.) VISIT TO IRAN IN PERIOD

OCTOBER 29 - NOVEMBER 5 WOULD BE ACCEPTABLE, KEEPING IN MIND THAT THURSDAY-FRIDAY NOVEMBER 1 AND 2 ARE IRANIAN WEEKEND AND THAT EMBASSY RECOMMENDS A MINIMUM OF FOUR WORKING DAYS (PREFERABLY FIVE OR MORE) IN TEHRAN.

5. HOWEVER, ATTEMPTING TO PROGRAM EFFECTIVELY HORIZONTAL TRADE MISSION WITH AS BROAD INTERESTS AS COMPOSITION SUGGESTS IN FOUR DAYS IS VERY DIFFICULT CONSIDERING LOGISTICAL PROBLEM IN TEHRAN AND NUMBERS OF CONTACTS REQUIRED BY GROUP. IN VIEW OF THESE DIFFICULTIES AS WELL AS NECESSITY OF SANDWICHING THIS MISSION BETWEEN TWO MAJOR TRADE FAIR EVENTS DURING PERIOD WHEN TC ALSO PROMOTING A SHOW, WE SUGGEST THAT GULF AND WESTERN MIGHT WELL GET AS MUCH OR MORE MILEAGE OUT OF TAKING BOOTH AT TEHRAN INTERNATIONAL FAIR LATTER PART OF SEPTEMBER FOR ALL MEMBERS MISSION EXCEPT MORSE TOOL WHICH COULD MOST PROFITABLY PARTICIPATE IN MACHINE TOOL EXHIBITION. INTERNATIONAL FAIR WOULD OFFER BASE FROM WHICH EMBASSY WOULD HAVE GREATER PERIOD OF TIME TO ENSURE THAT SPECIALIZED CONTACTS ARE BROUGHT TOGETHER WITH GULF AND WESTERN COMPONENTS, EITHER AT FAIR SITE OR ON CALLS AROUND TOWN. FAIR PARTICIPATION HAS ADDITIONAL BENEFIT OF ENHANCING SUBJECT'S CORPORATE IMAGE IN TEHRAN (REFTEL C).

6. IN VIEW ALSO OF TIMING PROBLEMS DISCUSSED JIDDA 3771, GROUP COULD THEN SPIN OFF FOR EARLY OCTOBER STOP IN SAUDI (MORSE TOOL COULD PICK UP AT THIS POINT AND STAY ON FOR SPECIALIZED FAIR AT END OF MIDDLE EAST SWING).
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